

NEIGHBORHOOD ASSOCIATIONS

How to get more involvement from
your local community and residents





Create a VISION and a MISSION statement

Why does your association exist? This may seem like a basic question, but it may be the most important one. Before new members can be expected to be excited about joining your association, you'll first have to tell them what you're about and why you need them to become a contributing member.



Have a plan in place.

When a new neighbor moves in, have a plan to share association information with them.

A printed one-page "welcome flier" could be useful to share the name of the association, it's mission, and next meeting date and time. Extending an invitation to the next "fun" activity planned might open the door to a deeper discussion of the formal association and its goals.

Who is missing?

Associations are often looking to diversity their membership. Target those who may be missing, like:

1. Businesses or Business Owners - associations shouldn't be just residents. Businesses are part of the neighborhood too.
2. Home workers - More people work from home and may be looking for connections close to home.
3. Renters - Look beyond property owners for members. Apartment communities are full of people who want to contribute.
4. Younger members - Ask them for their help with running a social media account to share association news and events.



MAKE LISTENING A PRIORITY

Associations shouldn't just push out information all the time. Sometimes it's good to listen and get an idea of what members want from the association.

When people feel heard, they are more open to joining the association if they feel what is important to them, is also important to the group.





SET SMALL GOALS THAT CAN BE REACHED

If you set goals that take years to accomplish, people may not be excited to join the association because they don't see progress.

Set smaller goals that make more impact so that when the goal is met, you can celebrate!

Potential members will see things happening more often and want to join an association that seem to be getting things done!



Do you have questions?

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